



WASTEWATER DIVISION

# FITCHBURG DPW WASTEWATER DIVISION *Clean Water News*

Email: [WWNewsletter@Fitchburgma.gov](mailto:WWNewsletter@Fitchburgma.gov)



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## Fall 2017 Issue

### Fitchburg DPW - Wastewater Division's Mission Statement:

The mission of the Fitchburg DPW Wastewater Division is to convey and treat domestic, commercial and industrial wastewater to a level that meets or exceeds water quality limits for the Nashua River as set by the U.S. Environmental Protection Agency in the most efficient and cost effective manner possible.



The above image is a GoogleEarth aerial view of Fitchburg's Easterly Wastewater Treatment Facility. The plant is being upgraded to improve the performance of it's "secondary treatment systems". This project began in the Spring of 2017, and will be ongoing until the Fall of 2019.



## Upcoming Events

**Wastewater on FATV's "Inside Fitchburg":** DPW Wastewater Division's Deputy Commissioner Jeff Murawski and Sewer System Manager Tony Maressa will appear on "Inside Fitchburg", with Alexandra Cardinale, on Wednesday, September 13, 2017 ..... TUNE IN!

**Community Resource Fair, at Fitchburg Armory** (Senior Center), from 4:00 P – 7:00 P, on Thursday, September 14, 2017



## *Clean Water News*

This inaugural edition of "Clean Water News" quarterly newsletter is centrally themed on "communication", "team branding" and "outreach education". Several of the wheels we have in motion are geared towards informing the public and the customers we serve about who we are, what we do, and the importance of the mission we are fulfilling as a Division of the City's Department of Public Works.

We have reached out to and engaged on pieces for the Sentinel & Enterprise, FATV's "Inside Fitchburg", and on WPKZ Radio (105.3 FM / AM 1280). We have also been leading the development of a "DPW Public Communication Plan", that addresses various public communication needs ..... from notifying residents, to stakeholder input solicitation, to public education and outreach, to internal notification and communications (including this newsletter).

The pride we have in our treatment plant facility shines through to those we give tours of our facility, and in the positive recognition we have received from both regulators and consultants who have a historical knowledge of the plant.

We recently introduced our "branding" logo (in the right corner of our newsletter header)....."The Clean Water Department". In "branding", we are making a clear, easy to understand statement about ourselves, the mission we are performing to protect the public's health and the environment from the adverse impacts of wastewater. The "brand" that has been selected also has connection to the Federal Clean Water Act, reaffirming the function and mission of our department.

### Wastewater Business Office Closed:

- **Labor Day** Monday, September 4, 2017
- **Columbus Day** Monday, October 9, 2017
- **Veterans' Day (Observed)** Friday, November 10, 2017
- **Thanksgiving Day & Day After** Thursday, November 23 & Friday, November 24, 2017

## PROMOTING WASTEWATER!

Fitchburg DPW  
Wastewater Division



Numbers you  
should know:

Office No.: 978-345-9622

**SEWER EMERGENCY**  
No.: 978-829-1900

### Hours of Operation

Business Office:  
7:30 AM to 4:30 PM  
Monday – Friday  
Sewer Service Hours:  
7:00 AM to 3:00 PM  
Monday – Friday

We have been working to develop promotional items, to give away to Fitchburg sewer customers, to help educate them on issues of concern, such as fats, oils, and grease (or, “FOG”), inappropriate disposal of materials down the toilet, and billing cost savings promo items. As a part of our public outreach, and initiative to improve customer service, we have produced promotional Division information magnets (*shown to the left*) incorporating our “Clean Water Department” branding image clean water droplet, to distribute to customers connected to the sewer system.

“FOG” can lids (*shown to the right*) are another promotional give-away item we have produced to educate customers on how to properly dispose of waste “FOG”, and to not dispose of these materials down their drains.



To reinforce our education outreach to constituents and sewer customers, we have also had produced promotional give away hand towels (*shown to the right*) that have the National Association of Clean Water Agencies (NACWA) trade-marked logo “Toilets Are Not Trashcans” and our Department-Division logo as well as our branding logo.



Lastly (for now), we have also had “Water Conservation Kits” produced (*shown to the right*), as a sewer customer friendly promotional give away, to help customers save money, by reducing water use, and helping them to detect costly water leaks.



## Clean Water News

This Fitchburg DPW – Wastewater Division’s newsletter. We will use it to help inform the public with what DPW Wastewater Division is doing and planning, as a whole, and we will use it also as a public outreach tool, to educate and inform the public we serve.

We welcome input, feedback, questions, or comments from the public, to help shape the content to make the newsletter the best it can be. We will address feedback and inquiries we receive, in subsequent quarterly issues of “Clean Water News”.

The purpose of the newsletter is for information sharing, outreach and education, and helping to connect our Division of the City’s Department of Public Works, with the public that we serve. Along these lines ..... in our newsletter, we will focus on subjects and content that speaks to who we are, what we do, what we are working on, and why what we do is so very important to the community we serve.

DPW – Wastewater Division isn’t an anonymous entity, but is comprised of hardworking, diligent employees, whose efforts collectively allow us to perform our mission.

To facilitate input toward future “Clean Water News” newsletters, we have established a new City email account for the newsletter, so that suggestions can be provided:

[WWNewsletter@Fitchburgma.gov](mailto:WWNewsletter@Fitchburgma.gov)

This new email is also on bottom of the newsletter’s header, on the 1st page.

Our newsletter name is an extension of our branding logo....themed with our mission, purpose and the role we play in protecting public health and the environment.

Sincerely,

Jeff Murawski, DPW Deputy  
Commissioner of Wastewater



Residents are encouraged to use the City’s issues reporting program, “SeeClickFix” to report issues to the City. This is a free to download application, from iTunes or Google Play Store.

